



emerging leaders

CAPITAL REGION

U.S. Small Business Administration

Ready to take your business to the next level in 2017?

Owning and operating your own small business can mean wearing many different hats. How often do you make the time to manage your business as an entrepreneur?

If you are ready to transition your business to the next level, consider a new strategy for 2017: the SBA's Emerging Leaders program. Whether your company is ready to explore new markets, expand operations, or bring on a new generation of family-ownership, this free executive-level training course can make your company goals a reality.

Here is what graduates are saying about Emerging Leaders...

- “This was a safe zone where we got to lay it all out on the line and support each other to come up higher. This was an environment where we could be open and real about the struggles we face every day in our businesses.”

Sherry DePerno, owner of Advanced Tool Inc., Class of 2014

- “It helped me focus on trying to find a little more balance in my role in the business. It’s an owner-operated company, but there is so much going on that I need to focus more on the management aspects.”

Jeffrey Steigerwald, co-owner of Liehs & Steigerwald, Class of 2011

- “Thanks to my experience in Emerging Leaders, I moved forward with my plans to expand my business. I put on an addition to my building, purchased two new machines, and plan to hire new employees. Also, we have successfully launched and are now producing our pickup truck hitch plug product in high numbers.”

Robert Hulchanski, owner of Lakeside Innovative Technologies, Inc., Class of 2015

- “The Emerging Leaders course proved to be a game changer. Our accelerated growth couldn’t be more true since I graduated. The real magic is the wake up call to not work in the business but to work on the business.”

Peter Hess, CEO of Corso’s Cookies, Class of 2013



Apply today for your spot in Emerging Leaders Capital Region Class of 2017

WHAT: Emerging Leaders is an intensive executive-level Training initiative to accelerate growth of high potential small businesses located in America's cities. Developed by the U.S. Small Business Administration, Emerging Leaders offers qualified business owners powerful benefits including innovative strategies to grow, acquire financing, access new markets and leverage networking.

WHO: The Emerging Leaders training is open to small businesses located in the Capital Region with annual revenues between \$400,000 to \$10 million that have been in business for at least three years. This training is not for start-up businesses.

WHEN: Thirteen classes will begin in April and run every other week through early November. Class size is limited; one owner per business.

WHAT'S THE COST ? The only costs are your time and commitment to complete the curriculum. Anticipate 100 hours of combined classroom, homework and peer-to-peer mentoring.

HOW DO I APPLY? Please submit letter of interest by **3/17** to:
Dan Rickman daniel.rickman@sba.gov 518-446-1118 x 231

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*Targeted Business
Strategies To
Help Capital Region
Entrepreneurs...*

- > Accelerate Growth
- > Explore Financing
- > Diversify Markets
- > Expand Networking

www.sba.gov/ny/syracuse

